**Business Plan: Sales Promotion Method - Personalized Email Campaigns**

**Objective:** To enhance customer engagement and drive conversions by leveraging data-driven, personalized email campaigns targeted at existing users and potential leads.

**1. Overview of the Offer**

* **Promotion Name:** "Stay Connected with Grandhub – Exclusive Offers Just for You!"
* **Offer Details:**
  + Use customer data to send personalised email promotions based on user activity, engagement history, and preferences.
  + Create automated email workflows for specific user segments, such as inactive users, new sign-ups, and premium members.
  + Offer exclusive discounts and incentives to encourage sign-ups, renewals, and re-engagement.

**2. Goals**

* Increase email open rates by 30% through tailored subject lines and content.
* Convert 20% of inactive users into active members.
* Boost membership renewals by 25% with exclusive offers.
* Achieve a 15% click-through rate on promotional emails.

**3. Target Audience**

* **Inactive Users:** Members who have not engaged with the platform for over three months.
* **New Sign-ups:** Users who have created an account but have not yet subscribed to premium features.
* **Loyal Members:** Active users who may benefit from additional services or upgrades.
* **Potential Leads:** Website visitors who have shown interest but have not yet signed up.

**4. Implementation Plan**

**4.1. Email Campaign Segments**

1. **Reactivation Campaign** (For inactive users)
   * Subject: "We Miss You! Enjoy 20% Off Your Membership"
   * Content: Personalized message acknowledging their past activity and offering an incentive to return.
   * CTA: "Reactivate Now & Save 20%"
2. **First-Time Offer** (For new sign-ups)
   * Subject: "Exclusive Offer Just for You – 10% Off Your First Year!"
   * Content: Welcome message, benefits of joining Grandhub, and a time-limited discount.
   * CTA: "Claim Your Discount & Join Today"
3. **Loyalty Reward Campaign** (For long-term users)
   * Subject: "Thank You for Being with Us – Enjoy a Special Perk!"
   * Content: Reward message highlighting their membership tenure and offering exclusive benefits or discounts.
   * CTA: "Unlock Your Reward"
4. **Lead Conversion Campaign** (For potential leads)
   * Subject: "Still Thinking About Grandhub? Here's a Special Gift!"
   * Content: Personalized message addressing their interest and providing a discount or free trial.
   * CTA: "Join Now with a Special Discount"

**5. Marketing Channels**

* **Email Automation Platform:** Use Mailchimp, HubSpot, or a similar service to segment users and automate campaigns.
* **Social Media Retargeting:** Sync email campaigns with Facebook and Instagram ads for a multi-channel approach.
* **Website Pop-ups & Landing Pages:** Direct email recipients to dedicated landing pages with clear CTAs and offers.
* **A/B Testing:** Test subject lines, email layouts, and offers to optimize conversion rates.

**6. Metrics for Success**

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| **Metric** | **Target** |
| Email Open Rate | 30% increase |
| Click-Through Rate (CTR) | 15% |
| Conversion Rate from Emails | 20% |
| Membership Renewals via Email Offers | 25% increase |
| Reduction in Unsubscribes | 10% |

**7. Budget**

* Email automation software: $3,000 annually
* Content creation & design: $2,000
* A/B testing & optimization: $1,500
* Additional marketing support: $1,500

**Total Estimated Budget:** $8,000

**8. Timeline**

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| Task | Deadline |
| Set up email automation platform | Week 1 |
| Segment user base for personalised emails | Week 2 |
| Develop email templates and A/B test | Week 3 |
| Launch reactivation & first-time offer campaigns | Week 4 |
| Monitor performance and optimise content | Ongoing |

**9. Post-Promotion Strategy**

* Regularly update email templates and offers based on performance data.
* Expand segmentation to create more refined audience groups.
* Integrate customer feedback to improve email engagement.
* Introduce new incentives and referral bonuses to maintain long-term engagement.

This personalised email campaign strategy will enhance Grandhub's customer retention, increase conversions, and improve overall brand engagement through targeted, data-driven communication.